

Appendix A

Service	Product Management Services Performed by Product Manager Consultant
Solution	Network Monitoring and Management Solution for Battery Plant
Service Details	High-Level Service Plan
Version	Proposal Attachment, Dated September 16, 2010
Client	Encell Technology
Market	Global

Goal Planning and Product Management

Launch Goal

The goal will be to provide full-lifecycle product management activities for Encell's Network Monitoring and Management Solution market positioning and create Market-Adoption resulting in US and specific key Global Markets strategy development, business case development, architecture and design development, product requirements management, product planning, partner and vendor planning, product management and launch, product and technology evangelism, go-to-market, product implementation and support.

Ecosystem Assessments and Analysis

Research will be conducted to perform due diligence on ecosystem-wide assessments including market assessments, customer assessments, competitive analysis, product assessments, partner assessments, channel assessments and technology assessments.

Product Management

Encell's offer will be managed via Product Management for US and key Global markets.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Launch Goal Planning	Global-i	ENCELL

Ecosystem Assessments and Analysis	Global-i	ENCELL
Product Management	Global-i	ENCELL

Strategy Development and Execution

The Encell's service goals and market opportunity will drive the strategy which will be developed from the Ecosystem Assessments conducted in the above phase.

Market Strategy

Strategy will be to develop a "map" of the market for Encell's Network Monitoring and Management Solution including the most attackable segments, size/outlook, sales and margin potential, development and production/distribution costs, product features and roadmap, buying behaviors and decision processes, needs and expectations and sourcing preferences.

Targeting Strategy

Current product features, roadmap, architecture and offer attributes will be mapped to the target audience attributes. The main targets for Encell's products in the Carrier Communications End-Customer Sector will be: Telecommunications and Utilities Service Providers, Channel Partners and Systems Integrators. New Business and Channel Models will also be targeted.

Positioning Strategy

Product positioning will be carefully analyzed across all competing positionings and positioned to represent the optimal positioning in the marketplace.

Product Strategy

Global-i will closely align its Go-to-Market plans with Encell's overall Business and Product strategy, and Roadmap strategy in the upcoming and future releases. Although, we believe that Encell's standard product features and architecture will be robust with a solid roadmap ahead, however, we will work closely with customers and channels in contributing towards localizing the product and the overall strategy for key customer segments across key Global markets even closely.

Product Features and Roadmap Strategy

Product features and Roadmap strategy will be carefully analyzed across all product vision, strategy, feature sets and competing roadmaps, and positioned to represent the optimal feature set and roadmap in the marketplace.

Forecasts and Projections

Global-i will utilize both industry data and syndicated data, and collaborate with Encell teams to develop the most accurate and encouraging forecasts for developing the Business Case.

Business Case

Global-i will collaborate with customer teams to develop the most attractive and compelling business cases on a customer-by-customer basis. Global-i will utilize strong financial justifications to gain a buy-in at the Encell Management and Board levels to tie in the investment case with business and organizational objectives.

Offer Strategy

Product offerings will be carefully analyzed across all competing offers and positioned to represent the optimal offer in the marketplace.

Partner Strategy

Partner strategy will be carefully analyzed across all competing partnering opportunities and setup to represent the end-customers’ and client’s best interests.

Pricing Strategy

Product pricing will be carefully analyzed across all competing pricing and positioned to represent the optimal pricing in the marketplace.

Support Strategy

Product support will be carefully analyzed across all competing support offers and positioned to represent the optimal support in the marketplace.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Market Strategy	Global-i	ENCELL
Targeting Strategy	Global-i	ENCELL
Positioning Strategy	Global-i	ENCELL
Product Strategy	Global-i	ENCELL
Product Features and Roadmap Strategy	Global-i	ENCELL
Forecasts	Global-i	ENCELL
Business Case	Global-i	ENCELL
Offer Strategy	Global-i	ENCELL
Partner Strategy	Global-i	ENCELL
Pricing Strategy	Global-i	ENCELL
Support Strategy	Global-i	ENCELL

Product and Service Planning

Product strategy will drive the product planning phase.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Product Plan	Global-i	ENCELL
Requirements Gathering	Global-i	ENCELL
Requirements Management	Global-i	ENCELL
Core Teaming	Global-i	ENCELL
Joint Application Development	Global-i	ENCELL
Architecture-Design and Roadmap	Global-i	ENCELL
Requirements Document	Global-i	ENCELL
Product Committee Sign-off	Global-i	ENCELL

Product Development

Product planning will drive the product development phase.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Product Features Planning	Global-i	ENCELL
Product Platforms Planning	Global-i	ENCELL
Product Interfaces Planning	Global-i	ENCELL
Product Build Planning	Global-i	ENCELL
Service Deployment Planning	Customer	ENCELL, Global-i

Product Testing

Product development will drive the product testing phase and contribute actively to assisting customer teams to perform lab testing and field trials.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Lab Testing	Global-i	ENCELL
Field Trials	ENCELL'S Customers	Global-i, ENCELL

Post-Launch Sustaining and Deployment Support

Business Process Integration

Needs Assessment

Based on customer requirements and scope Global-i will conduct customer assessments, service readiness, solution architecture, solution design, requirements gathering/management,

program/project management, solution development, proposal generation, contract development, contract execution, procurement and solution deployment.

Production and Ordering Process

Based on customer procurement and Encell's Production and Ordering process Global-i will drive customer activities for trial and full-blown system deployments.

Implementation Process

Based on customer deployment requirements and Encell's Implementation process, Global-i will drive development of implementation processes for trial and full-blown system deployments. Global-i will work closely with the End-customers and Encell to ensure all modules are implemented properly meeting all customer requirements.

Maintenance, Monitoring & Care

Global-i will work closely with the End-customers and Encell to ensure all modules are under proper maintenance and monitoring.

Primary Lead and Support Roles for these Activities		
Components	Primary Lead	Guidance and Support
Needs Assessment	Global-i	ENCELL
Production and Ordering Process	Global-i	ENCELL
Implementation Process	Global-i	ENCELL
Maintenance, Monitoring & Care	Global-i	ENCELL
Solution Deployment	ENCELL	Global-i